

THE **Hotel** INDUSTRY

“**A Place To Stay**” is the AHLA Foundation’s multi-channel, nationwide ad campaign to recruit diverse talent to the hotel industry by raising awareness of fulfilling, lifelong careers. It launched in January 2022 and will be a multi-year effort.

Explore More at TheHotelIndustry.com

Campaign Goals

- Showcase the industry’s 200+ career pathways and immediate job opportunities by telling the stories of real hotel employees
- Educate job seekers about career advancement, flexibility, unique benefits, and competitive salaries (17.6% higher wages over the past 2 years)
- Recruit our country’s diverse pool of talent and support their journey to establish a life-long career in the hotel industry



“ **This industry allows people to move up very quickly.** People who start at the front desk end up being senior executives at multi-brand organizations and there are few other industries that allow you to do that without a college degree. ”

- Stephanie Atiase
Brand Head

“ **You can be anything you want in this industry.** There are so many opportunities you don’t have to be pinpointed to one role. ”

- Damaris Messina
Group Sales Coordinator



“ I am an old school Navy guy... **The camaraderie in the military is tight, but it also is at this hotel.** I could tell right away it is the place to be. ”

- Mike Phillips
Director of Engineering

Addressing a Growing Need



The pandemic devastated the hospitality industry – **wiping out approximately 10 years of job growth since 2020**



As of August 2022, employment in the leisure and hospitality sector is **down by nearly 1.7 million jobs, or 7.8%, compared to February 2020** (Bureau of Labor Statistics)

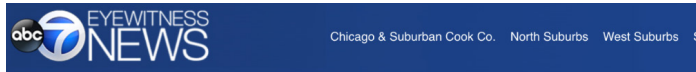


Currently, there are **130K+ open hotel jobs** (Indeed)

Pilot Campaign Driving Impact

(January-July 2022)

- **AUDIENCES:** Underemployed-and-ready-to-work + the unemployed-and-looking
- Bi-lingual ads
- **5 MARKETS:** Columbus, Dallas, Denver, Miami, Phoenix
- **EARLY SUCCESS:** 2.7M impressions on paid search and social, driving 160K users to the website



Hospitality association increasing awareness for industry careers during labor shortage

By ABC7 Chicago Digital Team
Wednesday, July 13, 2022

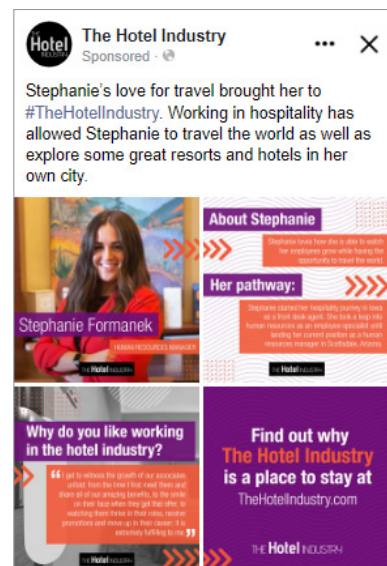
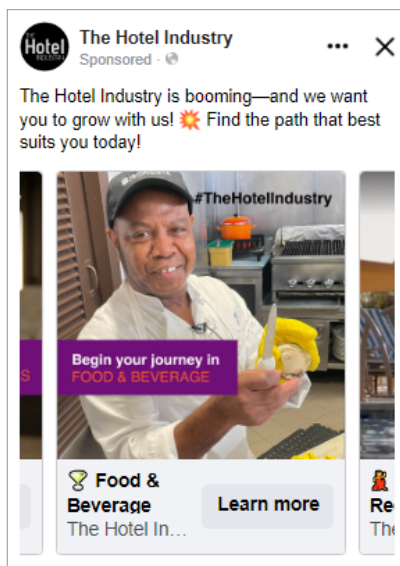


Media tour led to **42% spike in website traffic**, interest in manager positions, perks and benefits

Expanding Reach, Driving Deeper Job Seeker Engagement

(July-December 2022)

- **14 MARKETS:** Atlanta, Baltimore, Chicago, Dallas, Denver, Houston, Los Angeles, Miami, Nashville, New York City, Orlando, Phoenix, San Diego, Tampa
- **NEW APPROACHES:**
 - » Enhanced targeting on Facebook and Instagram utilizing the interests and behaviors of job seekers
 - » E-newsletter to showcase the latest employee success stories, job opportunities, and news
 - » Social media channel testing (LinkedIn and TikTok) to touch corporate talent pool and younger audiences
 - » New Spanish website, videos and ads
- **PRESS RELEASE AND MEDIA TOUR:** 11M impressions



Paid social ads designed to capture interest, drive intent, and move applicants into their dream job